

Luncheon or Afternoon Tea  
will be served every business day from 11  
A. M. to 6 P. M. on the Tenth floor in  
"The Wedgwood Room"  
"The Mandarin Room"  
"The Loggia"



Founded 1826

# Lord & Taylor

Fifth Avenue, 38th Street, 39th Street



Founded 1826

**Gold Storage Vaults**  
For Furs  
Wearing Apparel & Draperies  
on the Premises  
Third Floor

## Magnificent Showing of Women's & Misses' Mid-Summer Waists At Very Attractive Prices

Third Floor

Imported and domestic blouses, presenting an elaborate assortment of materials comprising Georgette Crepe and Crepe-de-Chine combined with organdy or pique, Chiffon Taffeta, Chiffon Cloth, Laces, Nets, Washable Silks and Lingerie.

Georgette Crepe ..... \$6.95 to \$35.00  
Crepe-de-Chine ..... \$3.95, \$5.00 to \$25.00  
Chiffon Taffeta ..... \$3.95, \$6.95 to \$25.00  
Chiffon Cloth ..... \$5.00 to \$45.00  
Plain or Embroidered Nets ..... \$6.50 to \$45.00  
Shadow, Milan and Fancy Laces ..... \$5.00 to \$65.00  
Tub Silks, white or with colored stripes, \$2.95, \$3.95 to \$7.50

### Lingerie Waists

Exhibiting all the newest materials—White and Colored Linen, Plain and Embroidered Mull or Organdy, Voile, White and Colored Fancy Crepes and Batiste, in fancy and tailored models.

Linen ..... \$2.95, \$3.95 to \$25.00  
Organdy ..... \$3.95, \$5.95 to \$11.75  
Voile ..... \$1.95, \$2.95, \$3.95 to \$28.50  
Cotton Crepes ..... \$1.95, \$2.95, \$4.95 to \$25.00  
Batiste ..... \$1.95, \$2.95 to \$8.75

## Extraordinary offering of Axminster & Wilton Rugs

Size 9x12 feet,  
Usually \$30.00 to \$50.00 } **\$24.50**

The most important domestic rug event of the season. Splendid assortment of Axminster and Wilton Rugs. In the Wilton—all over, Oriental and medallion effects; in the Axminster, all of these and two-tone and plain centre effects.

Early inspection is urged.

### Wilton Rugs

Size 36x63 inches—Oriental  
designs ..... Usually \$7.50 } **\$4.35**

### Oriental Rugs Mosuls & Kurdistans

Average size 31x6 feet—Splendid Wedding  
Gifts

Usually \$25.00 ..... **\$17.50**  
Usually \$30.00 ..... **\$22.50**

Fifth Floor.

### Infants' Wear—Clearing Sale

Hand Embroidered Children's Dresses

Sizes up to 5 years, \$1.00—Formerly \$1.75

Dressy &amp; Tailored Hats

of lingerie and hand-made straw  
\$5.00, \$7.50 & \$10.00—Formerly \$9.50 to  
\$22.50

Coats of All Wool Serge & Shepherd Checks  
with hand-embroidered collar and cuffs  
\$4.50—Formerly \$6.75

Fourth Floor

## Extraordinary Values in Women's Dresses

65 Dresses (from regular stock)

Suitable for afternoon or dressy occasions, of taffetas, crepe-de-chine, novelty silk, pussy willow silk and Canton crepe. Usually up to \$45.00

Afternoon or Evening Dresses

Of all the newest materials and embracing the latest ideas in style.  
Usually up to \$65.00

### Comprehensive Showing of Women's Summer Dresses

Striped Cotton Crepe Dresses, tunic effect, vest of embroidered batiste ..... **\$8.95**

Striped Voile Dresses, Russian effect skirt fashioned in front, smart batiste collar ..... **\$10.75**

Combination White and Striped Crepe Dresses, long Russian skirt, plain white vest, collar and sleeves ..... **\$14.50**

Dresses in late models of striped voiles, lins and cotton crepes ..... **\$19.50**

Third Floor

## May Sale Household Linens

At About Half Customary Cost

Enormous recent purchases from several large linen manufacturers and importers enable us to offer to the general public and those conducting hotels, clubs, summer resorts, etc., one of the most exceptional opportunities that has occurred in many months to obtain linens of standard qualities at wholesale prices and less.

Table Cloths and Napkins  
at  $\frac{1}{3}$  to  $\frac{1}{2}$  less than Regular Prices

Table Cloths

\$1.60 to \$12.50—Usually \$2.50 to \$25.00

Napkins

\$1.50 to \$12.00 dozen—Usually \$2.25 to \$24.00

H. S. and Scalloped Table Linens

including

Tea Cloths, Napkins, Luncheon Cloths, Scarfs,  
etc., at An Average of Half Price

Irish Linen Sheets and Pillow Cases

Sheets

\$5.00 and \$6.00 pair—Usually \$6.50 to \$7.50  
Pillow Cases, 95c per pair—Usually \$1.35

5,000 Odd Towels

(H. S. Scalloped and Embroidered Damask  
and Huck) 18c to 50c each—Usually 25c to 85c

500 Dozen Madeira Tea Napkins

elaborately hand embroidered corners and  
rose scalloped edges.

Special Price, \$6.75 per dozen.

Hand Embroidered Bedspreads, Pillow Shams,  
Bolster Rolls, Pillow Covers and Scarfs

At Half Regular Prices

Sale Prices Former Prices  
Bedspreads... \$6.75 to \$10.25 \$13.50 to \$20.50  
Pillow Shams... \$3.25 to \$4.12 \$6.50 to \$8.25  
Bolster Rolls... \$2.00 to \$2.62 \$4.00 to \$5.25  
Pillow Covers... \$1.12 to \$1.25 \$2.25 to \$2.50  
Scarfs..... \$1.38 to \$2.62 \$2.75 to \$5.25

Miscellaneous Lot of

Madeira Hand Emb'd Centrepieces, Scarfs,  
Luncheon Cloths, Bedspreads and Pillow Cases  
at half price to close

A Lace Trimmed Decorative Linen Offering  
Unequaled in New York

Thousands of dollars' worth of hand made  
lace trimmed linen Centrepieces, Tea and  
Luncheon Cloths and Scarfs at an Average  
of Half Regular Prices.

Centrepieces Scarfs Tea Cloths  
\$1.12 to \$7.50 \$1.88 to \$12.50 \$2.25 to \$12.50  
Luncheon Cloths, \$9.00 to \$40.00

Muslin Sheets, Pillow Cases,

Blankets, Bedspreads, Comfortables

Offering some of the best values of the year.

Second Floor

## A Special Purchase of A Hundred \$18.00 to \$25.00 Silk Dresses for Misses, \$12.95

## This May Furniture Sale

is the result of an unexpected opportunity to greatly improve the store's facilities for showing and finishing furniture. In order to embrace it, a number of very desirable suites, and all the odd pieces and articles delayed in delivery for the recent "Seven Furniture Days" event, must be disposed of at once. Hence these unusual timely offerings:

### 5-Piece Reed Suite

\$95.00

Usually \$125.00  
Natural shellac,  
brown or green  
stain, white, grey  
or ivory enamel.



Sold

Separately

Sofa..... \$37.50

Rocker..... \$19.50

Arm Chair.. \$18.50

Side Chair.. \$9.00

Table..... \$16.00

### Novelty Furniture

\$7.50 Muffin Stands ..... \$3.95  
\$5.00 Mahogany Inlaid Tea Trays ..... \$2.95  
\$20.00 Mahogany Plain Tea Wagons ..... \$13.50  
\$30.00 Mahogany Ribbon Inlay Tea Wagons ..... \$22.50  
\$22.50 Mahogany Line Inlay Tea Wagons ..... \$18.50  
\$22.50 Martha Washington Sewing Table ..... \$15.00

### Miscellaneous Furniture

\$12.50 Mahogany Rush Seat Chairs and  
Rockers ..... \$7.50  
\$15.00 Mahogany Rush Seat Corner Chairs ..... \$9.50  
\$21.50 Wing Rockers, Antique Mahogany ..... \$15.00  
\$16.00 Fumed Oak Chairs and Rockers ..... \$10.00  
\$20.00 Chairs and Rockers, Fumed oak ..... \$13.50  
\$36.00 Oak Library Suite, 3 pieces ..... \$60.00

### Odd Bed Room Furniture

\$55.00 Mahogany Colonial Dresser ..... \$35.00  
\$155.00 Walnut Dresser ..... \$85.00  
\$125.00 Mahogany Colonial Dresser ..... \$75.00  
\$35.00 Mahogany Colonial Dresser ..... \$22.50  
\$55.00 Mahogany Twin Bedsteads, each ..... \$32.50  
\$50.00 Mahogany Twin Bedsteads (cane)  
each ..... \$32.50  
\$60.00 Mahogany Full Size Bedstead ..... \$35.00

### Odd Dining Room Furniture

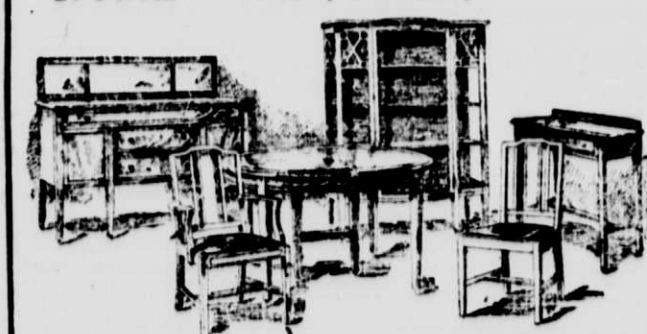
\$110.00 Mahogany Inlaid Sheraton Buffet ..... \$75.00  
\$125.00 Mahogany Inlaid Sheraton Buffet ..... \$85.00  
\$95.00 Mahogany Colonial Sheraton Buffet ..... \$75.00  
\$250.00 Mahogany Colonial Sheraton Buffet ..... \$165.00  
\$100.00 Mahogany Colonial Buffet ..... \$65.00

### 200 Odd Dining Room Chairs

\$15.00 Chairs ..... \$5.00 \$25.00 Chairs ..... \$7.50

### Sheraton Inlaid Mahogany

Dining Room Suite ..... **\$295.00**  
10 Pieces ..... Usually \$450.00



Buffet 60 inches wide, China Cabinet 45 inches  
wide, 1 mirror back, Serving Table 40 inches  
wide, Table 50 inch top, 8 foot extension, 1  
Arm Chair and 5 side Chairs upholstered in  
brown Spanish leather.

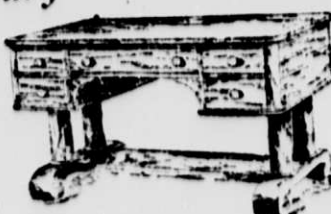
### Mahogany Library

Desk Tables,

\$37.50

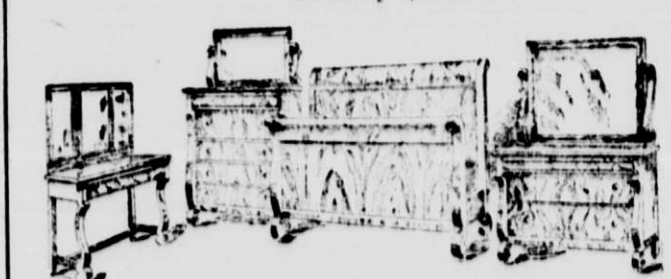
Usually \$60.00

Pure Colonial, 30x50  
inches, five drawers.



### 4-Piece Bed Room Suite—Solid

Mahogany or Circassian Walnut ..... **\$250.00**  
Usually \$350.00



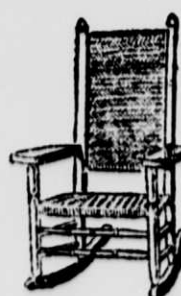
Full size Napoleon bedstead, 48 inch Dresser, 38  
inch Chiffonier, 44 inch Toilet Table, Other  
suites in mahogany, walnut or ivory enamel. Some  
with full size bedstead, others with twin bedstead.

### Large Arm Porch Rockers,

\$2.25

Usually \$3.50

Maple frame, double reed seat and  
back, natural color or stained green.



Sixth Floor

## Women's Coats

Extraordinary Values &amp; Assortments

**Balmacaan Coats**  
of imported Donegal mixtures ..... **\$10.75**  
Usually \$20.00

Street, Touring &amp; Steamer Coats

Of fancy mixtures, checks, wool epingles, wool poplins  
and imported Donegal mixtures

\$15.00, \$16.50 &amp; \$22.50

Usually \$25.00 to \$35.00

Fancy Silk Coats

Of moire silk, chiffon taffeta and broadened poplin

\$19.50 &amp; \$25.00

Usually \$29.50 and \$35.00

Very Special

Fancy Silk Coats &amp; Capes

Made of a very fine quality of black  
double-faced satin charmeuse, at-  
tractively trimmed. Usually \$29.50

\$15.50

Country Club &amp; Sport Coats

Smart models of the new golf cords in white, Colum-  
bia golf green, moss green, fern, pigskin, spark blue,  
peacock green and regent.

\$14.75 &amp; \$19.50

Usually \$25.00 and \$29.50

Also coats of Worumbo Chin-

chilla in all the new colorings.

Usually \$29.50

\$19.50

Fancy Broadcloth Capes

Entirely new models, smartly  
trimmed, in Copenhagen blue,  
navy, tan, gold, green, peacock  
green and black. Usually \$25.00

\$14.50

Third Floor

## Washable House and Maids' Dresses

The stock presents a large variety of exceptionally  
attractive new models, materials and colorings, of  
crepes, linen, dimity, voile, ratine, percale and  
gingham.

\$1.25, \$1.50, \$1.95, \$2.50, \$2.95, \$3.95 to \$7.95

Very Special

For Monday, May 11th

Blue and white and black and white striped  
gingham, flat collar effect trimmed with  
plain colors. Usually \$1.50

95c

Blue chambray, high neck, long sleeves,  
Gibson effect piped with white. Usually \$2.00

\$1.45

Checked Gingham in blue and white and  
black and white checks, fastened at side,  
collar and cuffs of white poplin. Usually \$2.00

\$1.45

Black and White Striped Holly Batiste,  
white collar and cuffs, hand embroidered  
in contrasting color. Usually \$3.00

\$1.95

Linene in blue, cadet, lavender, rose, green  
and white, collar, cuffs and vest effect of  
white poplin, hand embroidered. Usually \$4.00

\$2.25

Linen Crash, small sailor collar effect, col-  
lar, cuffs and vest edged with colored  
trimmings. Usually \$4.00

\$2.50

Special Lot of Percale, Voile, Linen and Raquet  
Cloth.

\$2.95 &amp; \$3.95—Usually up to \$6.00

Tailored Linen model, in rose, Copenhagen  
blue and wistaria, trimmed with white,  
also white trimmed with Copenhagen blue,  
rose and wistaria. Usually \$6.00

\$4.95

A large assortment of high or low neck models, of  
percale, gingham and chambray.

95c, \$1.25 &amp; \$1.50

Second Floor

## Women's Shoes

Remarkable Values

Women's Colonials

In all leathers and two-tone effects; trimmed  
with handsome buckles.

Usually \$6.00

Usually \$5.00

\$3.95

\$3.25

Women's Outing Shoes

High or low cut, with rubber soles

White Buckskin ..... \$6.50

Tan Russia ..... \$2.50 to \$5.00

White Canvas ..... \$3.25 to \$7.00

A Special Line of

Women's Strictly Hand-Made

High &amp; Low Street Shoes

All leathers. Smartest styles.

\$5.85

Usually \$6.50 to \$10.00

**"Gravenelle"**  
MADE IN FRANCE  
DAMP-PROOF SHOE

All of the Low  
& High Shoes  
Bearing This  
Label Have  
Soles, Seams  
and Uppers

that Are Absolutely Damp-proof.

Second Floor, 38th St., Rear Elevators